

November, 1946

Proposal for a

Cooperative Extension Service Emblem

We have under consideration in this outline a proposal for an emblem which, through a combination of lettering and symbols, would show at a glance the meaning and purpose of Cooperative Extension Work. This is a difficult thing to do, particularly when it is important to differentiate clearly between the Extension type of philosophy and method and those employed by other kinds of organizations and movements. A design of this character requires careful thought and the pooling of the best ideas of everyone. The following outline has therefore been prepared to help us to concentrate our thoughts in this direction. Following the outline, you will find some suggestive emblems and a place to indicate your first, second, and third preferences or to pass on additional ideas if none of the suggested emblems is satisfactory. There is also a place to contribute your ideas on a uniform slogan. Please detach these sheets, indicate your desires, and return them to Director M. L. Wilson. - Lester A. Schlup, Chief, Division of Extension Information.

(I) Purpose:

To devise an emblem which would symbolize graphically the spirit and scope of cooperative Extension Work.....one that would simplify the public's (farm and urban) conception of the aims and objectives of our organization.....that could be used on all Federal, State, and county extension materials and informationsuch materials, for instance, as publications, house organs, posters, motion pictures, filmstrips, and so on.

(II) Problem:

The cooperative Extension Service has its roots in the daily lives of farm people.....it was created to meet popular farm demand for knowledge to solve pressing problems.....consequently it grew from the bottom up and was merged into a great nation-wide educational organization in 1914. People have many misconceptions about extension work. Many know and recognize the importance of the county agent. Many are familiar with 4-H club work. Some of them know about the home demonstration agent. Yet few, not closely associated with Extension, realize that these are three manifestations of one great educational movement designed to improve farm and home life and to contribute vastly to national life and democracy. If they do happen to understand this, they may believe that the county extension agent is entirely a local affair, or, that the agent is solely the

MAY 11 1946

1599 (11-46)

MAY 11 1946

representative of so-called Federal "bureaucracy." Few people realize that agricultural and home-economics science and programs of Federal, State, and county are merged with local thinking and experience in a way to work with human nature and not against it. When the democratic philosophy of Extension is explained to influential leaders of industry, of the church, and of other segments of society, a vast increase in respect and in sympathetic cooperation is evidenced immediately. It is hoped, then, to create an emblem which in simple terms will tie together the various key elements of Cooperative Extension Work.

(III) Basic Features of Cooperative Extension Work:

Before it is possible to envision the spirit of Cooperative Extension Work in simple, human terms clear to all, it is desirable to review briefly and to think about some of its basic features, particularly those which have wide public appeal. The following fourteen points may be illustrative of some of the basic features and may serve to refresh and stimulate our thinking to the point where we can select a few highly significant features that it would be desirable to emphasize in an emblem:

Cooperative Extension Work

- (1) It is a joint democratic enterprise.....farm people with their county, State, and Federal governments..... cooperatively financed, cooperatively administered.
- (2) It is education, in agriculture and home economics, primarily of rural people.....men, women, youth..... for all rural people. It works with all organizations and all groups.
- (3) It is not formal education of the classroom type. It is practical education which applies science to real-life situations on a learn-to-do-by-doing basis.
- (4) It is education for action.....action by individuals in improving their farm and home skills and management, their health and other individual needs..... action by groups to improve such environmental, economic, and social factors as marketing, purchasing, community health, recreation, soil conservation, and the like.
- (5) It is education, which through participation builds the individual mentally to exercise effectively his own thinking, judgment, and leadership in solving his own problems and in cooperation with others to solve group problems.

- (6) It is education which stimulates farm people to analyze and recognize their own problems and take steps to solve them individually and collectively.
- (7) It is education which recognizes the psychology and habits of the people in each community and utilizes those techniques which in terms of local interest and understanding have maximum effectiveness. It works with human nature, not against it.
- (8) It is education which helps in solving the immediate problems, but its greatest contribution is in the field of encouraging farmer-developed programs directed toward long-time objectives.
- (9) County programs are developed by the farm people themselves and reflect local needs and the scientific facts supplied through the Cooperative Extension Service.
- (10) The Cooperative Extension Service is a two-way road..... facts and information and guidance flow from the U. S. Department of Agriculture to the State land-grant college to the county to the farm people.....and the problems and solutions developed by the people in turn flow back to and have their influence upon the county, the State land-grant college, and the U. S. Department of Agriculture. At each point in the two-way flow, the facts and recommendations are sifted and adapted to the extension situation.
- (11) Extension through its nation-wide network of county extension agents and local volunteer leaders has direct access to all the farm homes in the United States.
- (12) Extension is flexible and can swiftly and effectively adjust its teaching efforts to new local, State, National, and international situations.
- (13) Extension helps to preserve the family farm and the American way of life, but recognizes that the family farm cannot be isolated from the best interests and well-being of the community, the State, and the Nation.
- (14) Extension helps in developing among rural people those traits of character, qualities of leadership, and knowledge of basic democratic issues that make them valuable citizens, whether they stay on farms, or move to the city as many of them do.

(IV) Some Attributes of Such an Emblem.

Having devoted some thinking to the broad and highly significant features of Cooperative Extension Work, let's consider some of the mechanical limitations of an emblem and possibly some of the cautions.

- (1) The emblem should illuminate the spirit and purpose of the organization.....what distinguishes extension work from any other type of organization or Government agency.
- (2) It should be very simple.....it should not be too all-inclusive or too complicated.
- (3) It should be graphic.....the message must be vividly and clearly portrayed.....yet provide enough substance so that the observer at a glance can make an accurate and intelligent conclusion. Few people take the time to study an emblem to determine what it was designed to tell.
- (4) It should be susceptible of easy reproduction by the printing or multilithing processes.
- (5) It should be in black and white.
- (6) It should be readable when reduced in size to about a three-quarter inch diameter.
- (7) The emblem should be artistic and attractive, not stilted.....yet it should be expressive of the dignity and high professional standards of the organization.
- (8) Consideration should be given to the fact that there are many organizations and agencies working in the farm field. The claims made in the emblem should, therefore, be the claims to which we are justly entitled.

(V) Some Ideas Which It Would Seem Important to Feature.

Let's get down now to a few specifics on what could be included in the emblem without making it too complicated. The following are suggestive:

- (1) Cooperative Extension Service.--That probably should be given first consideration for inclusion. It is the official designation of the nation-wide extension organization. The term indicates "cooperation," but it doesn't designate the cooperating parties nor the nature of the "cooperation." It indicates that here is a service which extends something. What is it that it extends and to whom?

- (2) Agriculture and Home Economics.--That phrase denotes the scope of the field in which we are working and the type of information we are trying to extend.
- (3) County-State-Federal.--This explains further who the co-operating parties are. It also implies that the enterprise is not bureaucratic, but a joint undertaking of national, State, and local interests.
- (4) United States Department of Agriculture -- State Land Grant Colleges.--This designates specifically the parties which are responsible for the accuracy and practicability of the scientific facts disseminated and the agencies authorized by law to carry out the program.
- (5) Educational Service to Farmers, Farm Women, Farm Youth.--This characterizes the service as educational, although the type of education is not clear. The phrase also tells with whom Extension is working.....farm men, women, youth.
- (6) Farm and Home Science for All Rural People.--This, as an alternate to (5), indicates that the service is one which provides scientific facts on farm and home subjects to rural people.....not to some, but to all of them.....men, women, and youth. With the use of the more popular phrase "farm and home", it probably would be desirable to eliminate "agriculture and home economics."
- (7) Created in 1914 by Public Law.--Would there be any advantage in indicating in some brief manner the length of time that the Cooperative Extension Service has been in existence, to imply that it had reached maturity?
- (8) Illustrations.--Perhaps some of the distinguishing Extension characteristics could be better portrayed by a graphic illustration. For instance, one representing the farmer, farm woman, and youth.....or a farm home with a plow symbolizing the work in agriculture and home economics.....or a farmer plowing, with a farm home in the background. Perhaps an illustration of this character could be prepared which would give the impression that the ultimate product not only goes to farm people, but that they also have a distinct democratic part to play in developing that product and in making it useful locally. Perhaps symbology could be resorted to, but many of the symbols that might be used are stereotyped, and there is considerable virtue in freshness and originality.

- (9) Slogan.--Would it be desirable to develop a brief phrase or slogan descriptive of Extension's objectives to use with the emblem? An illustration of this kind of slogan follows:

Informed Rural People
in Better Homes on Profitable Farms
to Feed, Clothe, and Strengthen the Nation

- (10) Suggestive Examples of Emblem.--Some suggestions for a suitable emblem for the Cooperative Extension Service have been prepared and are illustrated on the following pages. It is hoped that you will review these carefully. It is entirely possible that no one of these suggestive examples is entirely satisfactory for a layman audience. Ideas are needed. It is hoped that ideas, in rough sketch form, can be submitted by any extension worker interested in helping to gain wider public recognition for the great organization of which he or she is an important part.
- (11) Your Desires are Needed.--Please detach and return to Director Wilson the pages at the end of this pamphlet with your ideas, suggestions, choices, or comments. Each suggested emblem is numbered. Indicate your first, second, and third preference in the spaces provided. If none of those illustrated is satisfactory, please outline rough sketches of your ideas. Also, it is hoped, that you will send in some good suggestions for a slogan.

No final action on emblem or slogan will be taken without again consulting State extension directors and the Committee on Extension Organization and Policy.